

MORE

EFFECTIVE CAMPAIGNS MEAN LOWER COSTS AND BETTER RESULTS



With Acxiom running Citi's direct mail campaigns, direct costs fell by 10% and new customer acquisition rates increased by 20%.

Acxiom's solutions also enabled Citi to become the first UK bank to market 'pre-approved' credit cards, enhancing its brand and attracting valuable new business.

In 2005, Citi's direct mail campaigns were attracting a low response rate, low approvals and incurring excess costs. Together, these made the average price of acquiring each new customer far too high.

Lower costs, more customers

Acxiom first used its proprietary name-matching software to remove duplicate and obsolete data, cutting costs and complaints. To attract more customers, Acxiom analysed respondents to previous campaigns. This identified the consumer types most likely to respond in future and become profitable customers. By applying this model, Citi's subsequent campaigns became 20% more effective.

"Pre-approved credit card applications enabled us to move ahead of the competition and brought us a very high response rate... it was a win-win."

**John Jones, Head of Credit Cards,
Citi and Ekk UK**

THE CHALLENGE

Citi's direct mail campaigns were underperforming so it called in Acxiom to cut costs and attract more customers.

OUR RESPONSE

Acxiom removed obsolete data, used past responses to inform future campaigns and modelled customers to target UKs' first pre-approved credit card offering.

THE IMPACT

"More effective campaigns cut costs by 10% and attracted 20% more customers; > 90% of respondents to pre-approved offer were accepted."

MOVING FORWARD

Pre-approved respondents became good, long term customers; Acxiom's model could be continually updated and optimised to deliver increased performance in future campaigns.

For a new credit card launch, Acxiom applied stricter criteria to create a 'pre-approved' list of customers likely to be approved. The subsequent launch of the UK's first 'pre-approved' credit card gave Citi a competitive advantage and achieved an acceptance rate of more than 90% from preselected individuals who became good, long term profitable customers for Citi.

WANT TO KNOW MORE?

To find out more about Acxiom's Acquisition Solutions visit, visit acxiom.co.uk or call us at **020 7526 5265**

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